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The claims defining the invention are as follows:

1. An electronic content publication management system for publishing content to one or more electronically accessible sites, each site including at least one electronic page, the system comprising
 - 5 content database means for storing a plurality of content objects;
content management database means for storing a data structure identifying each electronic page, one or more content pools within each page and one or more content elements within each page, wherein the data structure identifies one or more nested content pools or content objects within each content pool;
 - 10 and
electronic page assembly means for generating one or more completed electronic pages for each site using the stored data structure and stored content objects.
- 15 2. An electronic content publication management system according to claim 1, wherein the data structure includes a plurality of tags each identifying separate electronic page, content pool or content object.
3. An electronic content publication management system according to claim
 - 20 2, wherein each tag identifies the location of one or more content objects or one or more content pools.
4. An electronic content publication management system according to claim
 - 25 3, wherein at least one content pool tag identifies one or more other tags.
5. An electronic content publication management system according to claim
 - 4, wherein the one or more other tags each include an associated ranking of that tag within an associated content pool.
- 30 6. An electronic content publication management system according to claim

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- 5, wherein one or more tags include display instructions for use in conjunction with the tag rankings to control the layout of content objects within the electronic page.
- 5 7. An electronic content publication management system according to either one of claims 5 or 6, wherein the electronic page assembly means is adapted to layout the content pools or contents objects identified by the one or more other tags in a table within the electronic page according to the tag rankings.
- 10 8. An electronic content publication management system according to any one of the preceding claims, wherein the content management database means stores permission rights to selectively enable the modification of the data structure and/or the content objects.
- 15 9. An electronic content publication management system according to claim 8, wherein the permission rights include the right to delegate some or all of the permission rights.
- 20 10. An electronic content publication management system according to any one of the preceding claims, wherein the electronic page assembly means is adapted to display at a remote terminal an administration view of the electronic page, the administration view including visually distinct representations of each content pool and content object within the electronic page.
- 25 11. An electronic content publication management system according to claim 10, wherein each visually distinct representation includes one or more control elements to enable user modification of that content pool or content object within the data structure.
- 30 12. An electronic content publication management method for publishing

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content to one or more electronically accessible sites, each site including at least one electronic page, the method including the steps of:

storing a plurality of content objects in content database means;

storing a data structure identifying each electronic page, one or more content
5 pools within each page and one or more content elements within each page in
content management database means, wherein the data structure identifies one
or more nested content pools or content objects within each content pool; and
generating one or more completed electronic pages for each site using the stored
data structure and stored content objects.

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13. An electronic content publication management method according to
claim 12, wherein the data structure includes a plurality of tags each identifying
separate electronic page, content pool or content object.

15 14. An electronic content publication management method according to
claim 13, wherein each tag identifies the location of one or more content objects
or one or more content pools.

15 15. An electronic content publication management method according to
20 claim 14, wherein at least one content pool tag identifies one or more other tags.

16. An electronic content publication management method according to
claim 15, wherein the one or more other tags each include an associated ranking
of that tag within an associated content pool.

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17. An electronic content publication management method according to
claim 16, wherein one or more tags include display instructions for use in
conjunction with the tag rankings to control the layout of content objects within
the electronic page.

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18. An electronic content publication management method according to either one of claims 16 or 17, and further including the step of:
laying out the content pools or contents objects identified by the one or more other tags in a table within the electronic page according to the tag rankings.

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19. An electronic content publication management method according to any one of claims 12 to 18, and further including the step of:
storing permission rights to selectively enable the modification of the data structure and/or the content objects in the content management database means.

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20. An electronic content publication management method according to claim 19, wherein the permission rights include the right to delegate some or all of the permission rights.

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21. An electronic content publication management method according to any one of claims 12 to 20, and further including the step of:
displaying at a remote terminal an administration view of the electronic page, the administration view including visually distinct representations of each content pool and content object within the electronic page.

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22. An electronic content publication management method according to claim 21, wherein each visually distinct representation includes one or more control elements to enable user modification of that content pool or content object within the data structure.

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